The Generative Portrait of Poland. Part I, “Poland for People”: key findings and quotes

1. Scope sentence and lead (to be copied unchanged)

Scope sentence: The study covers six generative AI models queried through their official APIs: ChatGPT, Gemini, Claude, Perplexity, Grok and DeepSeek.

The method in one sentence: Between 25 August and 28 September 2026, six models received 1,400 questions in 11 languages, 700 on behalf of individuals and 700 on behalf of companies from 12 markets, about everyday decisions: where to travel, study, live or start a business; the 8,400 answers were assessed by the same model judge, and the results were checked through the five control layers described in the annex. The research programme as a whole comprises more than 14,500 answers.

Lead (draft, 3 sentences): Poland features in the answers of language models (LLMs) when it features in the question. When the question does not name Poland, it appears in seven in ten answers, but in questions about Europe in general, in fewer than one in two, and when it does appear, it is mentioned more often than recommended. It is the first map of its kind, measured rather than clicked through by hand: this is Poland as it emerges from 8,400 answers given by six models to questions from 12 countries.

(“Seven in ten” = 72.4% of the 1,452 answers to questions that do not name Poland. In the lead only; in the body text, always with the figure.)

2. Candidate headlines (15; each with the figure that backs it)

no.	headline	figure and denominator	where
H1	**Poland is in the answer when it is in the question**	99.9% of 6,948 answers to questions that name Poland; 72.4% of 1,452 to questions that do not	chapter 1
H2	**Asked about Europe “in general”, the models name Poland in fewer than one answer in two**	45.1% of 324 answers to general questions; excluding Ukraine, 38.5%	chapter 2
H3	**In the region Poland wins; in “default Europe” it is lost in the crowd**	region: Poland 91.7%, Czechia 80.6; Europe in general: Germany 58.0, Poland 45.1, Czechia 41.4, Portugal 40.4	chapter 3
H4	**What matters is how the models speak about Poland, not where**	when the question names Poland, it opens the answer almost every time; when it does not, its place varies from answer to answer, so the report describes presence, tone and recommendation, not position	section 3.3, annex
H5	**Mentioned more often than recommended**	explicitly recommended in 55.9% of the 1,051 answers in which the model brought Poland in of its own accord; advised against in 1.7%	chapter 4

no.	headline	figure and denominator	where
H6	**The less often Poland comes up, the more often it is recommended**	region: mentioned 91.7%, recommended 47.0% (506 answers); Europe in general: mentioned 45.1%, recommended 62.3% (146 answers)	chapter 4
H7	**From Ukraine, Poland is Europe's default destination; from the United Kingdom, one of many**	general questions: Ukraine 77.8% (9 questions), United Kingdom 29.2% (8 questions); in the British market, Portugal 70.8%	chapters 2–3
H8	**Half the URLs the models give lead to Polish sites; search, more than one in five**	49.5% of 14,681 citations (five models without search) against 22.4% of 19,392 (search)	chapter 5
H9	**In search results, a tour seller is cited five times as often as the national tourism portal**	getyourguide.com 83 against poland.travel 15 citations from search; without search, poland.travel 119	chapter 5
H10	**How much does it cost to live in Kraków? The answer points to a site nobody in Poland edits**	numbeo.com in 225 of 4,200 answers to individuals, among the top three sources in 5 markets; Statistics Poland (GUS) in 76, in the top three in no market	chapter 9
H11	**To questions from the United Kingdom, the models point to gov.uk more often than to gov.pl**	74 against 46 (360 answers to individuals); home-state authorities in all 12 markets	chapters 5, 8, 9
H12	**Chopin in every answer about famous Poles, but in one in eight about a trip to Poland**	144 of 144 (open portrait) against 12.0% of 1,116 practical answers; Skłodowska-Curie 140 of 144 against 0.8%	chapter 6
H13	**The new faces of the "Poland. More than you expected" campaign appear in none of 1,440 answers**	Eisenberg, Rubik, Rozbicki, JIMEK: 0 of 1,440; Rodowicz 4; measured eight weeks after the launch, without assessing the campaign's effectiveness	chapter 6
H14	**Asked about the war, the models do not advise against Poland, but they almost always add a "but"**	0 of 792 answers advise against; no caveat 15.7%; NATO in 78.1%, Schengen in 5.3%	section 4.7
H15	**Seven weeks and a new model version were enough to shift recommendations of Poland by a dozen or so points**	in both directions, as the model versions changed	chapters 7, 9

3. Key findings (22; figure + denominator + one sentence on what follows from it)

1. **95.1% of the 8,400** answers mention Poland, but 82.7% of the questions name it outright. The real test lies in the 1,452 answers to questions that do not name Poland: there it appears in 72.4%. (chapter 1)
2. **174 questions from individuals that do not name Poland, 1,044 answers:** when the question points to a region, Poland appears in 91.7%; Europe in general, 45.1%; no word about going abroad, 20.0%. Visibility depends on the type of question, not on the model. (chapter 2)
3. **Differences between models: 67.8–74.7%** on the same 174 questions. Differences between question types: 20–92%. The question weighs more than the model. (chapter 2)

4. **The average answer names 5.8 other countries** alongside Poland; Poland is the only country in 0.4% of the 1,044 answers. The competition is a list, not a country. (chapter 3)
5. **The models' "default Europe" (324 answers to general questions):** Germany 58.0%, Poland 45.1%, Czechia 41.4%, Portugal 40.4%, Spain 40.1%, the Netherlands 37.7%. (chapter 3)
6. **Spain is the only market** in which Poland does not come first in questions about the region: Czechia 92.4%, Poland 81.8% (11 questions). For questions from Spain, "Central Europe for a weekend" means Prague. (chapters 3, 8)
7. **When the question says nothing about going abroad** (15 questions, 90 answers), the models answer with the persona's home country (47.8%), and Poland comes up in 20.0%. The hardest person to reach is someone who does not yet know they want to go abroad. (chapter 3)
8. **Explicit recommendation of Poland: 55.9% of the 1,051** answers in which the model brought it in of its own accord; 40.4% mention it without recommending it; 1.7% advise against it. (chapter 4)
9. **An inverse relationship:** in questions about the region, Poland comes up in 91.7% and is recommended in 47.0% (506 answers); in questions about Europe in general, it comes up in 45.1% and is recommended in 62.3% (146 answers). The model brings Poland in when it has an argument. (chapter 4)
10. **The United Kingdom, the sharpest contrast:** in questions about the region, recommended in 29.3% (41 answers); in general questions, in 85.7% (14 answers, a tendency), usually as Kraków for a short break. (chapters 4, 8)
11. **Tone 6.95 on a 1–10 scale** (7,987 answers); negative answers 4.7%, 90% of them to questions that name Poland and more than a third to risk questions. The models talk about Poland matter-of-factly, seldom with enthusiasm and seldom unfavourably. (chapter 4)
12. **34,073 citations from 11,081 domains;** gov.pl, with 738, is the most-cited domain, for each of the six models and in each of the 12 markets. (chapter 5)
13. **Two source modes:** of the URLs the model writes itself, 49.5% are Polish (33.5% official; 14,681 citations), and of the sources from live search, 22.4% (6.5% official; 19,392). Polish institutions are present in the models' answers; search rarely leads to them. (chapter 5)
14. **Wikipedia barely exists as a source:** 206 citations from 37 domains (0.6%). The models do not send readers to the encyclopaedia; they send them to government offices. (chapter 5)
15. **poland.travel, 134 citations** (119 from models without search, 15 from search); getyourguide.com 83, all from search. The portal's language versions (polen.travel 27, polska.travel 15, pologne.travel 7…) barely appear in the answers. (chapters 5, 9)
16. **The canon on request:** Chopin, Wałęsa, Nicolaus Copernicus, John Paul II 144 of 144 answers each; Skłodowska-Curie 140; Lewandowski 138. **The canon in use** (1,116 practical answers): Chopin 12.0%, Copernicus 4.5%, John Paul II 2.6%, Skłodowska-Curie 0.8%. This is the activation gap. (chapter 6)
17. **"Doors":** Chopin appears together with Warsaw or Żelazowa Wola in 97% of his 134 mentions, Copernicus with Toruń or Frombork in 54% of 50. The canon enters a practical answer through a place to see or a chapter of history. (chapter 6)
18. **Same model, different question:** Polish games (The Witcher, CD Projekt) appear in 86.1% of the 72 answers to "what is Poland famous for today" and in 0 of the 1,116 practical answers. (chapter 6)

19. **The sectors for which Poland courts investors** (144 answers about the strongest industries): automotive 100%, ICT 99.3%, food 99.3%, but aviation 23.6%, electronics 17.4%, pharmaceuticals 6.9%. (chapter 6)
20. **The models agree on whether to talk about Poland (93.4% of the 1,400 questions), but not on how:** on the same question, the warmest and the coolest model differ by 1.8 points of tone on average, and in one question in five by 3 or more. (chapter 7)
21. **14 confirmed factual errors** (a lower bound: unflagged answers were not checked at random) are too few for a ranking; the most serious concern rules on which decisions depend: "Poland is not in the Schengen area", "Poland does not allow dual citizenship". (chapter 7)
22. **The war (a separate measurement, October):** 0 of 792 answers advise against Poland as a destination; 15.7% carry no "but" at all; NATO in 78.1%, Schengen in 5.3%; asked about safe countries across Europe as a whole, the answers put Poland in the "with caution" group in between half and three quarters of cases. (section 4.7)

4. Quotes from the models' answers (10; verbatim, with Log ID)

C1. Poland as the first choice for Scandinavians (section 8.10)

> **"Polen är förmodligen det bästa valet för en skandinav – relativt nära, EU-land, säkert, rikt på upplevelser och betydligt billigare än Sverige/Norge/Danmark."**
>
> "Poland is probably the best choice for a Scandinavian — relatively close, an EU country, safe, full of experiences and considerably cheaper than Sweden/Norway/Denmark."
>
> — Claude, Sweden, question about weekend cities "in a country to the east that gives a lot for the money" (Log ID 573a7000-102c-4e38-989d-4dcf96a9293f). The question does not name Poland; Poland is the only country in the answer.

C2. "Default Europe" without Poland (section 3.6)

> **"Mainland European nations (e.g., Spain, Portugal, France, Germany, Netherlands, Italy) each set their own rules."**
>
> — Grok, United Kingdom, question about moving to a cheaper country in Europe (Log ID 736f1087-a497-4048-b5cf-0c7d3d9e6082). Europe in a single pair of brackets, without Poland.

C3. Portugal instead of Poland (section 8.12)

> **"Portugal consistently ranks at the top of Expat Insider surveys for 'ease of settling in' and friendliness."**
>
> — Gemini, United Kingdom, question about moving with young children "somewhere in Europe" for a few years (Log ID 1fab2b6e-52f5-40b8-b8a1-7cd58cbec02b). Poland does not appear in the answer.

C4. Poland on price, or Kraków, Budapest and Prague (section 4.6)

> **"For a cheap autumn city break from the UK, the strongest all-round options are Kraków, Budapest, and Prague."**
>
> — Perplexity, United Kingdom, question about an inexpensive city break in Europe (Log ID 077ee596-b567-488b-9503-6b39968b713e). General question; Poland chosen by the model.

C5. From Ukraine, Poland as the place to start (section 8.11)

> **“Найкращий баланс для сім’ї зазвичай дають Польща, Чехія та Литва […]. Польща — одна з найзручніших для старту: тут велика українська громада, відносна близькість до України, схожа мова й простіша адаптація […].”**
>
> “For a family, the best balance is usually offered by Poland, Czechia and Lithuania […]. Poland is one of the easiest places to start: there is a large Ukrainian community, it is relatively close to Ukraine, the language is similar and settling in is easier […].”
>
> — Perplexity, Ukraine, question about moving with family to an EU country where Ukrainians are made welcome (Log ID 9c678cee-e1ae-4fac-9f5b-85b3a18d8426). General question; Poland named.

C6. Shopping from Ostrava (section 3.6)

> **“Nejlepší volba z Ostravy je Polsko** (nejbližší a nejvýhodnější). Slovensko se většinou nevyplatí.”
>
> “The best choice from Ostrava is Poland (the closest and the best value). Slovakia is usually not worth it.”
>
> — Grok, Czechia, question about shopping abroad from Ostrava (Log ID 73dd40bd-a48b-453f-963c-1295059ed644).

C7. Two models, the same question (section 7.7; a pair)

> **“pro české studenty je studium v Polsku z hlediska byrokracie jednou z nejjednodušších možností v Evropě”**
>
> “for Czech students, studying in Poland is, bureaucratically speaking, one of the simplest options in Europe”
>
> — Gemini, Czechia, a parent asking about their son studying in Poland (Log ID 87779760-e2c8-4cd4-82cc-90bd2d195b77). Tone 9, high recommendation level.

> **“konkrétní administrativní podmínky se mění a já nemám přístup k aktuálním datům z roku 2024-2025.”**
>
> “specific administrative requirements change, and I do not have access to current data for 2024–2025.”
>
> — Claude, the same question (Log ID 82bf132c-ddb4-435c-99ae-31b28bd89daa). Tone 4, moderate recommendation level.

C8. “The king of value for money” (section 7.7)

> **“中东欧（通常指波兰、匈牙利、捷克、爱沙尼亚等国）在留学届常被称为“宝藏性价比之王”。”**
>
> “Central and Eastern Europe (usually Poland, Hungary, Czechia, Estonia and others) is sometimes known in study-abroad circles as ‘the king of value for money’.”
>
> — Gemini, China, question about affordable English-taught master’s degrees in Europe that does not name Poland (Log ID 7764b0cd-bcb9-46af-bc31-96ede0091bd1).

C9. The war, or safe but not on the first list (section 4.7)

> **“Si buscas cero preocupaciones geopolíticas, céntrate en el sur y oeste de Europa: España, Portugal, Italia, Francia, Irlanda o Alemania. […] Aun así, Polonia es razonablemente segura; el riesgo real sigue siendo extremadamente bajo gracias al paraguas de la OTAN”**
>
> “If you want zero geopolitical worries, focus on southern and western Europe: Spain, Portugal, Italy, France, Ireland or Germany. […] Even so, Poland is reasonably safe; the real risk remains extremely low thanks to the NATO umbrella”
>
> — Gemini, Spain, question about safe European countries for studies and a longer stay (Log ID fdc9672c-db32-4713-a875-a20ff52d1660). Thematic measurement from October.

C10. Games, or the same model asked a different question (section 6.8)

> **“Computerspiele: Polens sichtbarster moderner Kulturexport — CD Projekt Red – The Witcher und Cyberpunk 2077.”**
>
> “Computer games: Poland’s most visible modern cultural export — CD Projekt Red: The Witcher and Cyberpunk 2077.”
>
> — ChatGPT, Germany, “what is Poland famous for today” question (Log ID f924e30e-1e6f-46e1-acbb-a7408f124501). In practical questions, the same model does not name Polish games once.

5. What the report does not say (one sentence for editors, to be repeated with every headline)

The report measures the models’ answers returned through the API within a dated window (main study 25 August – 28 September 2026; control measurements up to 2 November 2026), not what the consumer app shows, not website traffic and not the effectiveness of any campaign; it does not rank markets or models, and it does not compare models’ recommendation rates in the main text, because four of the six models were subject to a length cap on answers in the study (annex).